



UMER JAVED

Graphics Head &
Digital Marketing

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Cover Letter

Highly skilled and accomplished Creative Manager with 10 years of experience in conceptualizing and executing visually stunning designs across various mediums. Demonstrated expertise in translating client objectives into compelling visual solutions that drive engagement and enhance brand identity. Proficient in leading and collaborating with cross-functional teams to deliver exceptional design projects within deadlines and budgetary constraints by following industry trends.

Please find attachment of resume & do check out some graphic design portfolio and/or get in touch especially if you're in need of a distinctive brand identity

Portfolio links:

Behance Design & Digital
<https://t.ly/PQvY5>

Brand book & Company Profiles
<https://t.ly/bY5E3>

Website
www.umerjaved.com

BACKGROUND

I am self-employed as a senior creative expert, specializing in the fields of corporate identity (logo) design, UI/UX, web design, print design, digital marketing and branding with the majority of my time spent designing and implementing marketing promotions for businesses such as social media designing, web/mobile app designing, letterhead, business cards, packaging and more.

I hold a Bachelor of (Computer Science Major) from Iqra University, Karachi, PAKISTAN. Although I am just 33 years of age, I've had a multitude of experience, gaining my first freelance design job at the age of 19 – since then I have never turned back...

My life is design, I love it and I surround myself in it every day.

I am:

Passionate (I absolutely love what I do)

Enthusiastic (I want to learn)

Skeptical (I think critically)

Focused (I have the right attitude)

Key Skills:

Technical Skills:

- Graphics Designing
- Video Animation
- Social Media
- Brandings
- Meta

- UI/IX Design
- Digital Marketing
- Print Media
- Event Designing
- CRM Managing

Software Skills:

- Photoshop
- Illustrator
- After Effects
- Filmora

- Word press
- Canva
- Figma
- CapCut

Profile:

As a Marketing manager, I manage the day to day marketing activities of the organization and the long-term marketing strategy for the company. Where I may be able to employ my skills in digital marketing and in designing media that will benefit the company's clients and business.

Professional experience:

Tabani Group (Estancia Capital Real Estate) (Marketing Manager) August 2024 –to date

<p>1. Marketing Strategy & Planning</p> <ul style="list-style-type: none">• Develop and implement marketing plans for properties, real estate agents, or brokerages.• Analyze market trends to create data-driven marketing campaigns.• Set marketing goals and key performance indicators (KPIs). <p>2. Digital Marketing & Lead Generation</p> <ul style="list-style-type: none">• Manage social media platforms (Facebook, Instagram, LinkedIn, etc.) to attract buyers and sellers.• Assist to run paid ad campaigns (META, WhatsApp, Google and social platforms.) to generate leads.• Optimize real estate websites for SEO and conversion.• Oversee email marketing campaigns to nurture leads.• Utilize CRM systems to track and manage potential clients. <p>3. Content Creation & Branding</p> <ul style="list-style-type: none">• Create visually appealing marketing materials (flyers, brochures, listings).• Design Marketing posts for agents and social media.• Develop brand messaging and storytelling for real estate agents or developers.• Oversee professional photography, videography, and virtual tours	<p>4. Traditional Marketing & Events</p> <ul style="list-style-type: none">• Design and distribute print advertising (newspapers, magazines, BTL (Below The Line) Marketing).• Organize developer training events and real estate networking events. <p>5. Website, CRM & Digital Brand Awareness</p> <ul style="list-style-type: none">• Design & Develop property website• Implement CRM with web portal• Handle lead automation.• Manage online reviews and client testimonials.• Monitor and improve brand reputation digitally. <p>6. Performance Analysis & Reporting</p> <ul style="list-style-type: none">• Track and analyze campaign performance.• Maintain brand awareness with reels• Report on marketing ROI and adjust strategies accordingly.• Conduct competitor analysis to stay ahead in the market.
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Maarefah Management (Sr. Design & Digital Designer) July 2023 –July 2024

<ul style="list-style-type: none">• Event Designing (Digital to Print)• Flyers & Marketing Materials• Digital & Social Media Marketing	<ul style="list-style-type: none">• Brand Implementation.• Web Designing & Wordpress Development• Corporate Gifting.
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Adamjee Life Assurance (Assistant Manager Marketing) JAN 2019 – SEP 2023

<ul style="list-style-type: none">• Graphics Designs for Print and Digital media.• Logo & Theme designing for events• Newsletter / Magazines Print & Digital• Social Media posts designing• Emailers design• Product brochures & flyers• WhatsApp Marketing materials• Office & Outdoor / Stalls brandings• Brand Book	<ul style="list-style-type: none">• Collateral Designing• Company Profile• Website / Mobile App Designing• Giveaway/ Stationery items• Assist in Animations corporate presentations.• Managing Social Media Platforms.• Co-ordinating marketing campaigns with sales activities.• Coordination for DVC ads with Agency
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Harley Willington-Airmen Golf Club (*Community Manager*) APRIL 2018 – DEC 2019

<ul style="list-style-type: none">• Event Designing• Web and Mobile App designing.• Social Media Designing	<ul style="list-style-type: none">• Corporate presentations.• Managing Social Media Platforms.• Creatives Print and Digital media.
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GRAKOS (*Sr. Graphic Designer*) NOV 2016 – MARCH 2018

<ul style="list-style-type: none">• Web and Mobile App designing.• Social Media Designing• Graphics for Print and Digital media.	<ul style="list-style-type: none">• Company Profiles• Managing Social Media Platforms.• Wordpress Websites
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Mind Map Communications (*Graphic/Web Designer*) MARCH 2015 – SEP 2016

<ul style="list-style-type: none">• Designers Product creatives.• Social Media Designing• Graphics for Print and Digital media.	<ul style="list-style-type: none">• eStores Designing.• Managing Social Media Platforms.• Fashion Shows Coverage
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Iqra University (*Graphic Designer*) JUNE 2012 – FEB 2015

<ul style="list-style-type: none">• Event Designing.• Flyers• Graphics for Print and Digital media.	<ul style="list-style-type: none">• Corporate Gifting.• Stationery Items.• University Seminars Branding
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Education: Graduation: BS(CS) From Iqra University – 2015	Certification: Graphics Designing Arena Multimedia – 2008
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More Details
Portfolio Links:
[Behance](#) | [Dropbox](#)

